



The Economic Development Newsletter for Sunnyvale Businesses

## Murphy Street Scene Finds a New Home

As part of the ongoing downtown redevelopment, a well-recognized piece of artwork has been relocated.

Previously located at the end of Murphy Street, adjacent to the Macy's parking lot, the large blue metal sculpture was commissioned by the City of Sunnyvale in 1988. Bay area artist John Battenberg created the piece specifically for Sunnyvale to honor its rich agricultural legacy. The artist created a "cut out" design that allowed the viewer to look beyond the sculpture to the distant mountains.

The sculpture has now found a new home at the Sunnyvale Community Center. It has been placed near the entrance to the Orchard Heritage Park Interpretive Exhibit, and once again, there is a natural backdrop for the piece.



The Community Center is located at 550 E. Remington Drive. For more information on the City's public art programs, please contact the City's art coordinator, Kristin Dance, at 408-730-7758.

### Changes in Downtown Sunnyvale

- More Office Space Construction is underway on the three multi-story office buildings in the

Mozart Office Plaza complex. Building 1 exterior facade is nearing completion. Two major corporate tenants, Handspring and Broadcom, are already signed and plan to begin to move into their new head-quarters starting later in 2002.

- More Parking

The new 962-space parking garage by J.C. Penney's and Target is open for free parking with no time limits.

- More Convenience

Work continues on the Multi-modal Transit Center which will add a multi-level parking garage, new transit station, and other amenities to make public transit more convenient.

- Downtown Events

Downtown Sunnyvale continues to be the site of more community events and celebrations. Like the popular Saturday morning Farmer's Market, downtown gatherings will add to the sense of community that both long-time and recently-arrived Sunnyvale residents enjoy. Get ready for Sunnyvale Summer Series Music & Market

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## Public Artwork Sets Sunnyvale Apart

Under the City's Art in Private Development Ordinance, several new works of art have recently been installed within the City limits. The ordinance requires developers of large and/or centrally located developments to provide and maintain public artwork for their projects.

Public art enhances the community for residents, visitors and businesses by creating a cultural identity unique to a community. Public art can also help distinguish a city from surrounding cities through landmarks, gateways and aesthetic designs.

The Irvine Company has hired Los Angeles-based artist Marlo Bartels to design the art component for the Cherry Orchard development, a retail shopping center at the intersection of Mathilda Avenue and El Camino Real where the Olson Family's Cherry Farm and Orchard used to be located. The artist has designed a pair of 27-foot high obelisks in celebration of the Valley's once-prospering cherry orchards. Each obelisk marks the entrance into the shopping center and is bathed in colorful, rich mosaic tiles. The tiles



For more information on the City's Art in Private Development Program, or to request a complete list of publicly accessible art, please contact the City's visual arts coordinator, Kristin Dance, at 408-730-7758.

## Earth Day: April 22, 2002 Get Involved! Celebrate!

Most of us understand that taking care of air, water, land, wildlife, and other natural resources is something that we need to do every day. Earth Day calls attention to how our individual and corporate activities can help to make a difference in protecting our natural resources.

This Earth Day, show that you and your company are committed to caring for the environment by participating in a local Earth Day event, sponsoring your own event, or starting a program to reduce waste and pollution in your daily work activities.

City of Sunnyvale Recycling Program staff can assist you in this area (see web site and contact information below). Not only can more environ-

create a motif of abstracted information below). Not only can more environmentally responsible work activities help your bottom line and attract customers, but they also help to preserve and protect valuable natural resources.

For information on Earth Day events, and other environmental issues, visit [www.bayareaeearthday.net](http://www.bayareaeearthday.net) or [www.earthday.net](http://www.earthday.net). You can also visit the City of Sunnyvale Commercial Recycling web site ("Hot Topics" section) at [www.ci.sunnyvale.ca.us/recycle/commercial.htm](http://www.ci.sunnyvale.ca.us/recycle/commercial.htm) for additional resources.

Celebrate Earth Day every day and help build a sustainable future.



cherry blossoms, spirals and celestial bodies. The background colors of the motif represent the colors of the sky from morning to night. The eastern obelisk represents morning to midday, and the western obelisk represents midday to night.

### Upcoming Events:

- City of Sunnyvale Downtown Urban Design Study to City Council: April 23
- Citywide Garage Sale: April 27 & 28
- Hands on the Arts: May 18
- State of the City: May 25
- Memorial Day Holiday - City Hall Closed Monday, May 27

## Changes in Downtown Sunnyvale

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event which is sponsored by the Sunnyvale Downtown Association and is to be held every Wednesday from July 10 to August 28, 2002.

• Town Center Mall Construction on Hold The Mall has put a hold on construction expansion plans. Potential buyers of the mall have reviewed the approved plans and are contemplating changes. Additional information will be provided as it becomes available to us from current or future mall owners.

If you have any questions, you can reach us at: 408-737-4900 or visit our web site: [www.ci.sunnyvale.ca.us/downtown/](http://www.ci.sunnyvale.ca.us/downtown/)

## Small Business Grants Through NASA Programs

The Sunnyvale-based Center for Applied Competitive Technologies (CACT), sponsored by De Anza College, is one of 12 non-profit regional centers in California that provide economic development outreach programs to small and medium sized companies. CACT focuses on helping businesses remain at the forefront of technological changes and advances by offering flexible, application-oriented training services.

CACT will be co-sponsoring a two-day workshop designed to give businesses a comprehensive overview of the Small Business Innovation Research (SBIR) Location: SBA Entrepreneur Center

84 W. Santa Clara Street, Suite 100

San Jose, CA 95113 Contact: CACT 408-522-1044 [jjones@deanzacact.org](mailto:jjones@deanzacact.org)

[www.deanzacact.org](http://www.deanzacact.org)

## Sc[i]3

One of the unique resources that the City of Sunnyvale has to offer the business community is Sc[i]3, the Sunnyvale Center for Innovation, Invention and Ideas. This facility which recently moved to the Sunnyvale Public Library at 665 West Olive Avenue in Sunnyvale provides a wealth of information for intellectual property researchers. Librarians can help direct you to information



on starting a small business or can help with researching a new idea or business name. Sc[i]3 librarians can also perform expert fee-based patent and trademark searches.

Sc[i]3's partnership with the US Patent and Trademark Office also provides access to sophisticated patent and trademark search tools used by patent and trademark examiners at the PTO. Patent copies are now available for print at no charge through the USPTO web site. Sc[i]3 also fills orders for USPTO file histories, certified applications and other USPTO documents.

Sc[i]3 offers over forty different seminars on intellectual property-related subjects. Video-conference equipment is also available for seminars as well as general business needs.

Friends of Sc[i]3, a tax-exempt foundation has

and the Small Business Technology Transfer (STTR) process through NASA. The programs are federal initiatives that provide over \$1.36 billion in grants and contracts each year to companies to develop new products and services based on advanced technologies.

This two-day workshop will benefit businesses interested in applying for SBIR or STTR grants.

Day One will emphasize:

- NASA's fundamentals and how it operates
- How NASA evaluates proposals
- NASA's mission needs

Day Two will focus on Phase I Proposal Preparation

When: May 30, and May 31, 2002

Cost: \$95.00 (includes breakfast & lunch )

been established to solicit contributions from the public for the further support of Sc[i]3, including its continuing development of new classes and services for the support of the broad intellectual property community.

Sc[i]3 is open 68 hours per week for walk-in and telephone reference service. Our new hours are: Monday to Thursday 10:00 am-9:00 pm, Friday and Saturday 10:00 am-6:00 pm and Sunday from noon-8:00 pm. Hours for other services are Monday to Friday from 8:00 am-5:00 pm.

For more information about Sc[i]3 visit our web site at [www.sci3.com](http://www.sci3.com)

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City of Sunnyvale

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